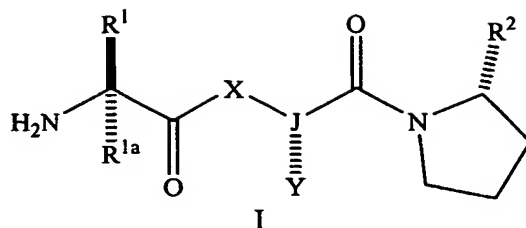


**What is Claimed:**

1. A compound of formula I:



wherein:

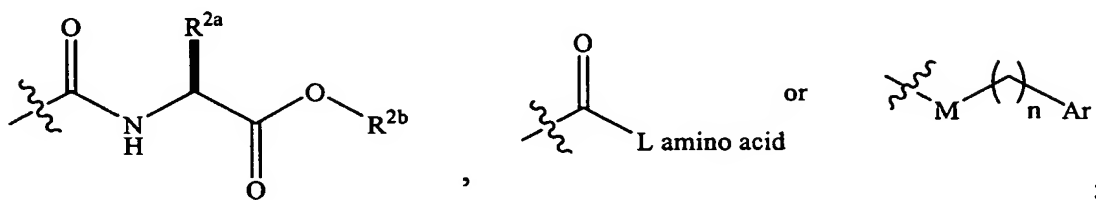
$R^1$  is methyl, ethyl, n-propyl, isopropyl, or ethenyl;

$R^{1a}$  is H or methyl;

X is -O-, -S-, -CH<sub>2</sub>-, or -NH-, and J is -CH- or -N-, provided that when J is -N-, X is -CH<sub>2</sub>- or -NH-;

Y is H, methyl, ethyl, n-propyl, or isopropyl;

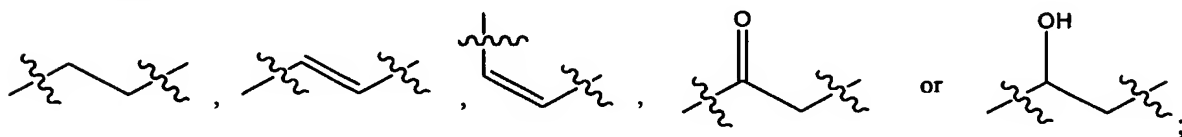
$R^2$  is:



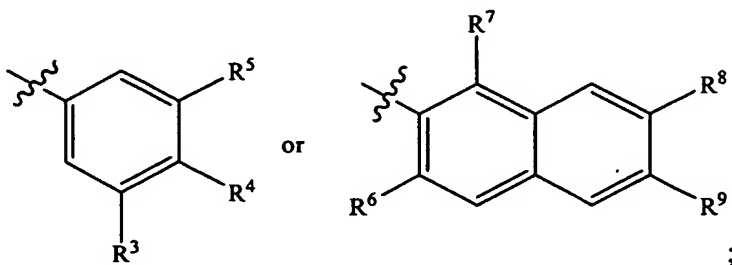
$R^{2a}$  is aryl, cycloalkyl, optionally substituted aralkyl, or cycloalkylalkyl;

$R^{2b}$  is H or alkyl;

M is :



Ar is:



$R^3$ ,  $R^4$ ,  $R^5$ ,  $R^6$ ,  $R^7$ ,  $R^8$ , and  $R^9$  are each independently H, methyl, ethyl, n-propyl, isopropyl, halo, cyano,  $-(CH_2)_p-C(=O)OH$ ,  $-(CH_2)_p-C(=O)O$ -alkyl,  $-(CH_2)_p-C(=O)NH_2$ ;

n and p are each independently the integer 0, 1, 2, or 3, and the sum of (n + p) is the integer 2 or 3;

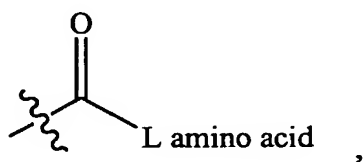
provided that at least one of  $R^3$ ,  $R^4$ , and  $R^5$ , or at least two of  $R^6$ ,  $R^7$ ,  $R^8$ , and  $R^9$  are each independently H, methyl, ethyl, n-propyl, isopropyl, halo, or cyano;

provided that when one or more of  $R^3$  and  $R^5$  is isopropyl,  $R^4$  is other than isopropyl;

provided that when  $R^4$  is isopropyl,  $R^3$  and  $R^5$  are each independently other than isopropyl;

provided that when  $R^8$  is isopropyl,  $R^9$  is other than isopropyl; and

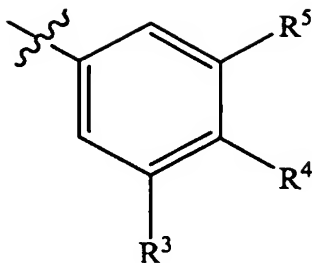
provided that when  $R^{1a}$  is H, X is  $-NH-$ , J is  $-CH-$ , Y is H, methyl or isopropyl, and  $R^2$  is:



$R^1$  is ethenyl;

or a pharmaceutically acceptable salt thereof.

2. A compound according to claim 1, of formula I, wherein  $R^1$  is methyl.
3. A compound according to claim 1, of formula I, wherein  $R^{1a}$  is H.
4. A compound according to claim 1, of formula I, wherein Y is H, methyl, or isopropyl.
5. A compound according to claim 4, of formula I, wherein Y is isopropyl.
6. A compound according to claim 1, of formula I, wherein Ar is:



7. A compound according to claim 6, of formula I, wherein one of  $R^3$ ,  $R^4$ , and  $R^5$  is  $-(CH_2)_p-C(=O)OH$ ,  $-(CH_2)_p-C(=O)O\text{-alkyl}$ ,  $-(CH_2)_p-C(=O)NH_2$ .

8. A compound according to claim 7, of formula I, wherein  $p$  is the integer 0.

9. A compound according to claim 7, of formula I, wherein one of  $R^3$ ,  $R^4$ , and  $R^5$  is  $-(CH_2)_p-C(=O)OH$  or  $-(CH_2)_p-C(=O)O\text{-alkyl}$ .

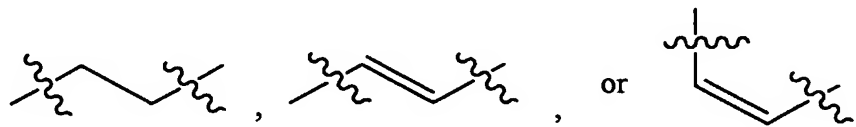
10. A compound according to claim 9, of formula I, wherein  $p$  is the integer 0.

11. A compound according to claim 9, of formula I, wherein one of  $R^3$ ,  $R^4$ , and  $R^5$  is  $-(CH_2)_p-C(=O)OH$ .

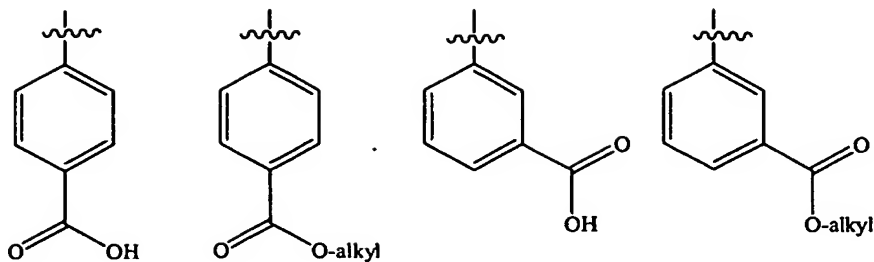
12. A compound according to claim 11, of formula I, wherein  $p$  is the integer 0.

13. A compound according to claim 1, of formula I, wherein the sum of  $(n+p)$  is the integer 2.

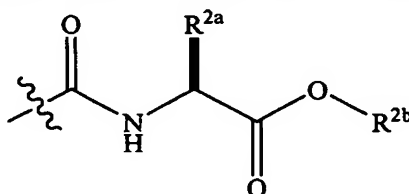
14. A compound according to claim 1, of formula I, wherein  $M$  is:



15. A compound according to claim 1, of formula I, wherein  $Ar$  is:



16. A compound according to claim 1 of formula I wherein  $R^2$  is:



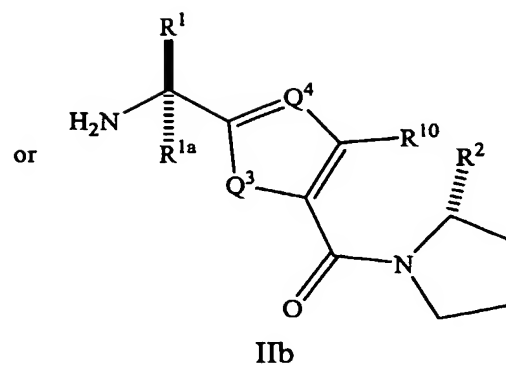
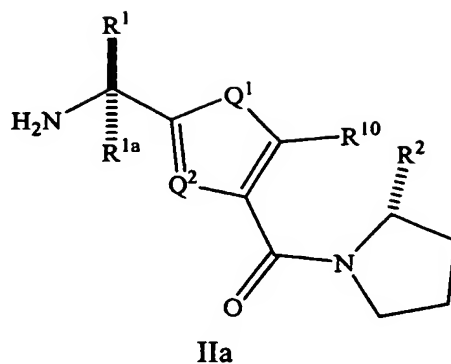
17. A compound according to claim 16, of formula I, wherein  $R^{2a}$  is optionally substituted aralkyl.

18. A compound according to claim 16, of formula I, wherein  $R^{2a}$  is phenyl, cyclohexyl, *alpha*-naphthylmethyl, *beta*-naphthylmethyl, benzyl, phenylethyl, or cyclohexylmethyl.

19. A compound according to claim 17, of formula I, wherein  $R^{2a}$  is optionally substituted benzyl.

20. A compound according to claim 19, of formula I, wherein said benzyl is substituted with one or more alkyl, halo, aryl, carboxy, alkoxycarbonyl, or aroyl, or combinations thereof.

21. A compound of formula IIa or IIb:



wherein:

$R^1$  is methyl, ethyl, n-propyl, isopropyl, or ethenyl;

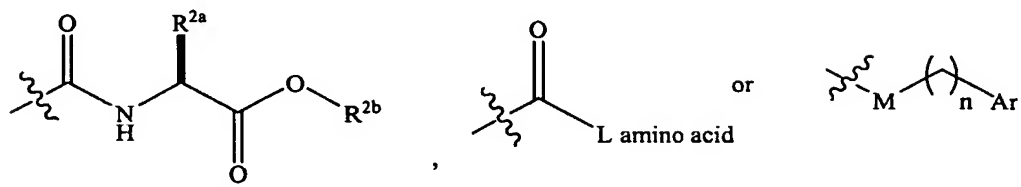
$R^{1a}$  is H or methyl;

$Q^1$  and  $Q^3$  are each independently -O-, -S-, or -NH-;

$Q^2$  is -CH-, or -N-;

$Q^4$  is -N-;

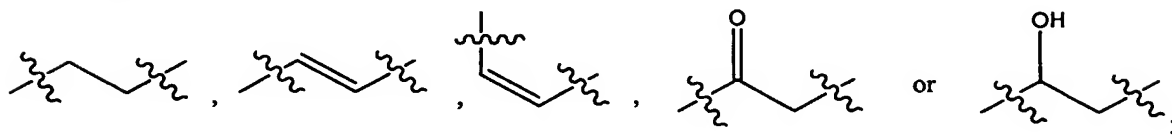
$R^2$  is:



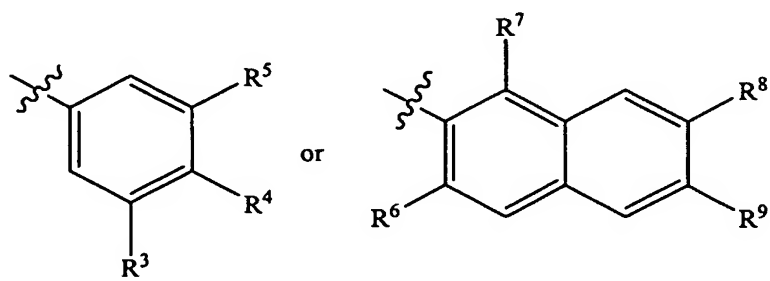
$R^{2a}$  is aryl, cycloalkyl, optionally substituted aralkyl, or cycloalkylalkyl;

$R^{2b}$  is H or alkyl;

M is:



Ar is:



$R^3$ ,  $R^4$ ,  $R^5$ ,  $R^6$ ,  $R^7$ ,  $R^8$ , and  $R^9$  are each independently H, methyl, ethyl, n-propyl, isopropyl, halo, cyano,  $-(CH_2)_p-C(=O)OH$ ,  $-(CH_2)_p-C(=O)O$ -alkyl,  $-(CH_2)_p-C(=O)NH_2$ ;  $R^{10}$  is H or methyl;

n and p are each independently the integer 0, 1, 2, or 3, and the sum of (n + p) is the integer 2 or 3;

provided that at least one of  $R^3$ ,  $R^4$ , and  $R^5$ , or at least two of  $R^6$ ,  $R^7$ ,  $R^8$ , and  $R^9$  are each independently H, methyl, ethyl, n-propyl, isopropyl, halo, or cyano;

provided that when one or more of  $R^3$  and  $R^5$  is isopropyl,  $R^4$  is other than isopropyl;

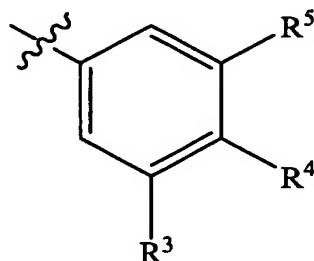
provided that when  $R^4$  is isopropyl,  $R^3$  and  $R^5$  are each independently other than isopropyl;

provided that when  $R^8$  is isopropyl,  $R^9$  is other than isopropyl; and

provided that when  $R^{1a}$  is H, X is  $-NH-$ , J is  $-CH-$ , Y is H, methyl or isopropyl;

or a pharmaceutically acceptable salt thereof.

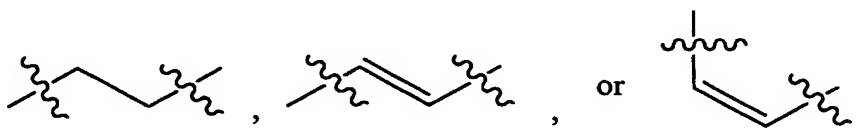
22. A compound according to claim 21, of formula IIa, wherein  $R^1$  is methyl.
23. A compound according to claim 21, of formula IIa, wherein  $R^{1a}$  is H.
24. A compound according to claim 21, of formula IIa, wherein Y is H, methyl, or isopropyl.
25. A compound according to claim 24, of formula IIa, wherein Y is isopropyl.
26. A compound according to claim 21, of formula IIa, wherein Ar is:



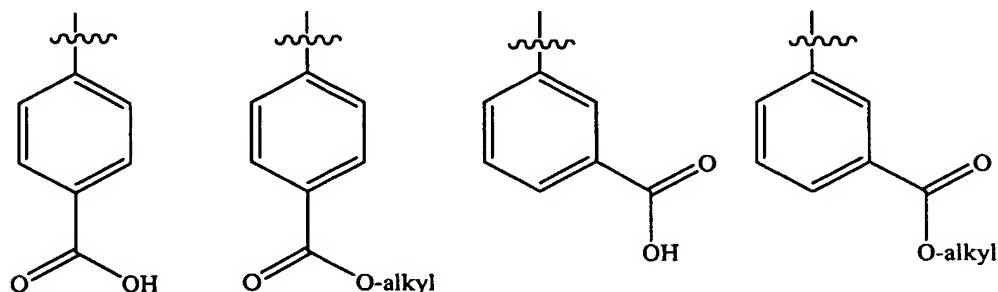
27. A compound according to claim 26, of formula IIa, wherein one of  $R^3$ ,  $R^4$ , and  $R^5$  is  $-(CH_2)_p-C(=O)OH$ ,  $-(CH_2)_p-C(=O)O$ -alkyl,  $-(CH_2)_p-C(=O)NH_2$ .

28. A compound according to claim 27, of formula IIa, wherein p is the integer 0.
29. A compound according to claim 27, of formula IIa, wherein one of  $R^3$ ,  $R^4$ , and  $R^5$  is  $-(CH_2)_p-C(=O)OH$  or  $-(CH_2)_p-C(=O)O$ -alkyl.
30. A compound according to claim 29, of formula IIa, wherein p is the integer 0.
31. A compound according to claim 29, of formula IIa, wherein one of  $R^3$ ,  $R^4$ , and  $R^5$  is  $-(CH_2)_p-C(=O)OH$ .
32. A compound according to claim 31, of formula IIa, wherein p is the integer 0.
33. A compound according to claim 21, of formula IIa, wherein the sum of (n+p) is the integer 2.

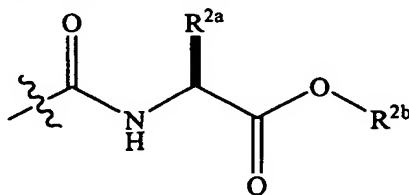
34. A compound according to claim 21, of formula IIa, wherein M is:



35. A compound according to claim 21, of formula IIa, wherein Ar is:

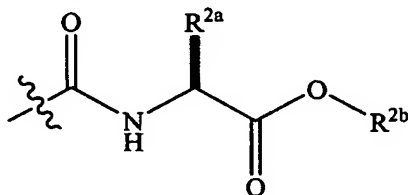


36. A compound according to claim 21, of formula IIa or IIb wherein  $R^2$  is:



37. A compound according to claim 21, of formula IIa or IIb wherein  $Q^2$  is -N-.

38. A compound according to claim 21 of formula IIa or IIb wherein  $R^2$  is:



39. A compound according to claim 21, of formula IIa or IIb, wherein  $R^{2a}$  is optionally substituted aralkyl.

40. A compound according to claim 38, of formula IIa or IIb, wherein  $R^{2a}$  is phenyl, cyclohexyl, *alpha*-naphthylmethyl, *beta*-naphthylmethyl, benzyl, phenylethyl, or cyclohexylmethyl.

41. A compound according to claim 39, of formula IIa or IIb, wherein  $R^{2a}$  is optionally substituted benzyl.

42. A compound according to claim 41, of formula IIa or IIb, wherein said benzyl is substituted with one or more alkyl, halo, aryl, carboxy, alkoxycarbonyl, or aroyl.

43. A compound according to claim 21, of formula IIa or IIb, wherein  $R^{10}$  is methyl.

44. A pharmaceutical composition comprising the compound of claim 1.

45. A pharmaceutical composition comprising the compound of claim 21.

46. A diagnostic or assay agent comprising a detectable form of the compound of claim 1.

47. A diagnostic or assay agent comprising a detectable form of the compound of claim 21.